

February 23, 2011

ICC Workgroup Meeting:

Persons Present: Vicki Turner, Director PRC, Rod Boyer, AMDD, Garth Scott, MT National Guard, Lisa Scates, DOR-Liquor, Siri Smillie, DOJ, Robin Suzor, DPHHS/CFSD/MT CTF, Patty Stevens, Community Member, Cheri Seed, OPI, Julie Fischer, MBCC and Natale Adorni, PRC/CSAP Fellow.

- Lisa Scates, Alcohol Education Coordinator at the Department of Revenue provided a tour of Liquor Control Division building after the completion of the remodeling project. This building boasts high energy efficiency. Management has implemented enhanced safety features for employees.
- Lisa also summarized the information from the Alcohol Policy Conference. She will follow up update with email correspondence. *See email dated February 25, 2011 entitled: RE:AP15 Presentation Poster on Website.*
- Vicki Turner, Prevention Resource Director informed members the Prevention Connection Newsletter has been cut from the budget. *Note: Newsletter was paid for with grant money through AMDD, SAPT Block Grant and Board of Crime Control. Funds paid for the newspaper color version of the Alcohol Prevention Newsletter. Cut resulted in a \$20,000 savings.* Vicki reported further there will be two more issues. The next issue is entitled: *Good News in Prevention*. They are currently exploring options to meet the SAPT Block Grant requirements of education and outreach.

Vicki discussed the goals of Montana's CSAP video entitled: Underage Drinking: A Collaborative Approach in Montana. The video is with production support provided through the Substance Abuse and Mental Health Services Administration (SAMHSA) and CSAP. She stated 15 states and territories to date have created videos to help tell the story of their particular community's challenges as well as to celebrate their individual. Once completed the Montana video can be viewed on the [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov) website by midsummer. The Montana video will be shown to educators, parents, law enforcement, and coalitions and in reservations across Montana. Vicki reviewed the Field Production schedule, (please refer to handouts). In brief, Chris and Brad will spend the day shooting b-roll in nearby towns on Monday, February 28<sup>th</sup>. On Tuesday, March 1<sup>st</sup> Tim McGonigal and Vicki will shoot their interviews in Great Falls. On Wednesday, March 2<sup>nd</sup>, the parent and youth shoots are scheduled in the meeting room at the Staggering Ox here in Helena. The goal of the video is for it to remain timeless for 5 years.

Agencies and the public can make copies of the video once released as the video does not have copyright restrictions and is defined as public domain. Lisa suggested DOT can provide a blank C/D and case for .19 cents each. Given recent budget cuts this allows persons or agencies to burn their own copy of the video off the website at an affordable rate.

Natale reviewed suggested bullet points for video's round table parent discussion. Workgroup members provided feedback.

Vicki indicated Bud Collicot; our MT musician will be creating a hip hop song for the underage drinking script/video which should resonate with both youth and parents. The producer has set a March 10<sup>th</sup> deadline to submit the lyrics.

Vicki provided an overview of upcoming Legislative Bills. As part of her review she stated the Social Host Bill is moving forward. "Community folks need to pay attention to this bill." Other Bills reviewed were House Bills 63, 29, 182, 106 and 299.

Also reviewed were Senate Bills 24, 42 and 29. She stated SB 29 passed 25-24. "Seat belt Bill Dead. Bullying Bill not dead yet."

Vicki briefly reviewed the ICC Work Plan and tasks Governor Schweitzer's has assigned to ICC Workgroup. The work group expressed agreement about the goals and activities on the media campaign, policy issues and coordination among agencies. More work to do on youth involvement piece.

Vicki discussed the news about the tobacco prevention program funding/staff cuts. Workgroup member adds, "There is currently 10 staff employed under DPHHS for this program. We're holding steady."

Next meeting- Vicki and Natale will be prepared to present to the workgroup the 2020 Goals and Benchmarks.

End meeting, Lisa Scates played the video entitled: *Last Call* The video is currently being shown at server trainings across the State.

Notes: Natale Adorni, PRC/CSAP Fellow

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